

Golfdom

The Business Journal of Golf



JULY, 1941

VOLUME 15, NO. 7



HERB GRAFFIS, Editor

JACK FULTON, Managing Editor

WILLIAM D. RICHARDSON, Associate Editor

JOE GRAFFIS, Advertising and Business Manager

PUBLICATION OFFICES: 14 E. JACKSON BLVD., PHONE HARRISON, 5941, CHICAGO, ILL.
 Eastern Representative, Albro Gaylor, 20 Vesey St., New York City, Phone Cortlandt 7-4031
 Western Representative, Rawlins & Holman, 333 N. Michigan Ave., Chicago, Phone RAN. 6225

CONTENTS

Front Cover: Keller Golf Course, Scene of St. Paul \$7,500 Open, July 25-27

Golf Dots and Dashes.....	2
Pushing Public Play, by Glenn Morris.....	7
Southwest Handles Open In Great Shape, by Herb Graffis.....	9
We Licked Our New Greens' Troubles, by Wilbur Stone.....	12
Table Shows Quantity of Water in a Given Rainfall.....	14
Service-to-Customer Program Pays Big, by Marie G. Heuer.....	15
A. E. Penfold Victim of Nazi Sea Attack.....	18
A Real Merchandiser—That Heinie, by Karl Sutphin.....	19
Chicago Officials Hold Annual Club Relations Day.....	24
Soil Germs—Their Role in Compost, Fertilizers, by L. M. Turk.....	26
Connecticut Superintendents Tour Three Courses.....	33
What's New	38

ADVERTISERS' INDEX

Acushnet Process Sales Co.....2nd Cover	Merck & Co., Inc..... 31
Associated Seed Growers..... 36	Milorganite 29
Barlum Hotel 35	Murdock Mfg. & Supply Co., The..... 36
Bayer Semesan Co., Inc..... 33	Nelson Mfg. Co., L. R..... 2
Berk & Co., Inc., F. W..... 4	North British Rubber Co..... 27
Buckner Mfg. Co..... 4	North & Pfeiffer Mfg. Co..... 39
Chipman Chemical Co..... 35	Pabst Sales Co..... 6
Crawford, MacGregor, Canby Co..... 23	Page Fence Assn..... 3
Dennis Co., Martin..... 32	Peckham, A. N..... 2
Dr. E-Z Golf..... 30	Penfold Golf Balls, Inc..... 30
Dolge Co., The C. B..... 3	Perfection Sprinkler Co..... 5
Double Rotary Sprinkler Co..... 35	Powers Regulator Co..... 32
Godwin, Hiram F..... 39	Rules of Golf Charts.....3rd Cover
Harris, Robert Bruce..... 36	Sani-Tread Co..... 26
Horner, R. S..... 38	Scott & Sons, O. M..... 5
Illinois Grass Co..... 38	Sewerage Commission, The..... 29
Jack Jolly 25	Skinner Irrigation Co., The..... 1
Lewis Co., G. B..... 38	Spalding & Bros., A. G..... 17
Lytton Building 28	Stump & Walter Co..... 39
McClain Bros. Co..... 3-32-35-36-38	Toro Mfg. Corp..... 33
Mallinckrodt Chemical Co..... 1	United States Rubber Co.....4th Cover
Mellflex Products Co..... 30	Vestal Co., John H..... 39
	Wilson Sporting Goods Co.....20-21